

**National Reconnaissance Office**  
Business Function 110, Strategic Communications  
**Directive 110-7, Media Relations and Contact**

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UNCLASSIFIED

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ND 110-7 CHANGE LOG

Revision	Date	Revised By	Pages Affected	Remarks

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## SECTION I - INTRODUCTION

In accordance with the National Reconnaissance Office (NRO) Governance Plan, this NRO directive (ND) defines the scope, authorities, and responsibilities specific to NRO Business Function (NBF) 110, *Strategic Communications*. The ND has been coordinated with appropriate stakeholders and approved by the NBF owner, with administrative approval of the Director, Office of Policy and Strategy (OP&S). OP&S shall archive all official record copies.

The Media Relations and Contacts directive encompasses NRO communications with the news media, including broadcast, print, and web-based news sources, as well as the publication, entertainment, and documentary industries.

This directive also incorporates the policies in the NRO Office of the Director Policy Note 2012-06, *Media Relations*, 24 August 2012, and Intelligence Community Directive (ICD) 119, *Media Contacts*, 20 March 2014.

## SECTION II - APPLICATION

All NRO personnel who perform tasks or have duties specific to NBF 110 shall comply with this ND and its corresponding instructions. When work to be performed under an NRO contract must comply with this directive and corresponding instructions, the program office shall list these documents as reference documents in the contract statement of work.

## SECTION III - REFERENCES/AUTHORITIES

- a. NRO Governance Plan, 25 October 2011
- b. NBF 110, *Strategic Communications*, 3 April 2012
- c. Intelligence Community Directive 119, *Media Contacts*, 20 March 2014
- d. Department of Defense Directive 5122.5, *Assistant Secretary of Defense (Public Affairs)*, 5 September 2008
- e. DoD Instruction 5410.15, *DoD Public Affairs Assistance to Non-Government, Non-Entertainment Oriented Print and Electronic Media*, 28 March 1989

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(b)(3)

g. CIA Agency Regulation 6-1, *Media Briefings and Release of Unclassified Information to News Media*, 16 February 2000

h. Department of Defense Instruction 5400.13, *Public Affairs (PA) Operations*, 15 October 2008

i. NRO JWICS SharePoint Governance Plan, December 2013

#### **SECTION IV - POLICY**

The Business Plans and Operations Directorate/Office of Congressional and Public Affairs/Office of Public Affairs (BPO/OCPA/OPA) shall be the focal point for all NRO contacts with media representatives, whether official or unofficial, except for media requests made to the NRO under provisions of the Freedom of Information Act. Only the Director, NRO (DNRO); Principal Deputy Director, NRO; Deputy Director, NRO; Director and Deputy Director, BPO/OCPA; and Director and Deputy Director, BPO/OCPA/OPA are authorized to respond to media queries directly or to delegate this authority to other NRO personnel.

The Director, BPO/OCPA/OPA shall be the principal spokesperson for the DNRO and the NRO and is responsible for the NRO's communications and relations with the news media and other media, such as the publication, television, radio, documentary, and entertainment industries. BPO/OCPA/OPA shall be the entry point and the single point of contact for all media requests for interview or information related to the NRO.

Personnel assigned to the NRO who are contacted directly by the media shall not answer media questions. If the media contacts any personnel assigned to the NRO for information or an interview, the person must contact BPO/OCPA/OPA immediately to facilitate all communications. While attending conferences and other events, any NRO personnel approached by the media for comment or for information must refrain from discussion and refer the media to OPA. Additionally, such individuals must notify BPO/OCPA/OPA at the earliest opportunity and provide details about the conversation, including date, reporter's name, organization, and contact information, if available.

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When the OPA grants approval to NRO personnel to speak with a member of the media, that approval applies to only the specified instance and topic. BPO/OCPA/OPA will facilitate and oversee the media contact and provide guidance to the person being interviewed. That person will work with his/her program security officer to ensure he or she releases only unclassified information.

The D/ and DD/BPO/OCPA/OPA and the D/ and DD/BPO/OCPA are authorized to approve the release of unclassified NRO information to the public and the news media as they deem appropriate and beneficial, in the performance of official public affairs functions.

## **SECTION V - ROLES AND RESPONSIBILITIES**

### **BPO/OCPA**

a. Responsible for internal and external corporate communications, including Congressional affairs and public affairs; and

b. Supports the NRO Office of the Director directly for all speech services for unclassified and classified presentations at government, industry, or public events, conferences, forums, and similar engagements where NRO senior leaders are representing the NRO and/or NRO interests, and which may include members of the news media in the audience. The speech service communicates consistent and corporate NRO themes and messages to internal and external audiences, with a specific focus on oral presentations.

### **BPO/OCPA/OPA**

a. Represents the NRO as its media spokesperson;

b. Serves as the single point of contact for media inquiries regarding NRO persons, programs, and activities;

c. Fosters understanding of the vision, mission, contributions, and value of the NRO to the news media;

d. Communicates NRO initiatives and actions to the public through the news media;



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e. Serves as the principal public affairs advisor to NRO leadership and personnel;

f. Develops and implements public affairs policy, plans, and guidance for the NRO;

g. Coordinates and/or monitors public appearances by senior NRO officials that involve unclassified presentations or that could involve coverage by representatives of the media;

h. Maintains close and ongoing relationships with public affairs counterparts, including those in the Office of the Secretary of Defense, the Under Secretary of Defense for Intelligence, the ODNI, military bases that host NRO elements, mission partners, and industry;

i. Manages the NRO's hometown news release program;

j. Provides public affairs planning and onsite support for all NRO satellite launches;

k. Provides public affairs leadership and support in emergency situations;

l. Coordinates and administers media training as necessary for NRO senior leaders;

m. Develops and conducts media contact awareness training for NRO employees; certifies training compliance to the DNI by the end of the calendar year, as required by ICD 119; and

n. Semi-annually reports to the ODNI/PAO, as required by ICD 119:

1. The names or positions of NRO employees who were designated in writing to have contact with the media;

2. The names or positions of NRO employees who were authorized to have contact with the media and the topics for which they were authorized to have such contact; and

3. Substantive contacts with the media that were unintentional or unplanned, and the topic of discussion.

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**NRO Personnel**

a. Will not engage with news media. Will respond to all requests by anyone reasonably believed to be media by:

1. Stating that only the NRO Office of Public Affairs is authorized to have contact with the media; and

2. Referring the requestor to the NRO Office of Public Affairs.

b. Notify BPO/OCPA/OPA immediately if contacted by anyone in the news media with a request for an interview or information about NRO- or IC-related issues. Provide details about the conversation or request, including date, reporter's name, organization, and contact information, if available.

c. Allow BPO/OCPA/OPA to facilitate and provide guidance on approved interaction with media.

d. Complete annual media contacts awareness training required by ICD 119.

**SECTION VI - DIRECTIVE POINTS OF CONTACT**

BPO/OCPA/OPA is the point of contact for any policy and/or process questions associated with implementation and operation of this Directive.



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**APPROVING SIGNATURE**

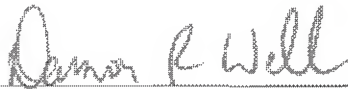
As the NBF owner for Strategic Communications, I confirm that this document provides a complete representation of ND 110-7, *Media Relations and Contact*, and the document has been coordinated with stakeholders in this process.



Todd B. Peckins  
Strategic Communications,  
NBF Owner



Date



Damon R. Wells  
Director, Office of Policy  
and Strategy



Date

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## APPENDIX A - GLOSSARY

Term	Definition
<b>Media</b>	For the purposes of this document, refers to news media, which includes online publications, bloggers, and publishing/entertainment industry representatives.
<b>Prepublication Review</b>	The process established to control and monitor the release of unclassified information about, or affecting the plans, policies, programs, or operations of the NRO, the Intelligence Community or U.S. Government.
<b>Official Release</b>	A record or document released by the NRO or an NRO component as part of its mission and function.
<b>NRO Personnel</b>	For purposes of this directive, "NRO personnel" refers to all military, government civilian, and contractor employees of or assigned to the NRO.